



Left: High Mock Rib Tee (\$23), Pinafore (\$36); right: Frilled Sleeve Dress (\$43)

PRESS RELEASE

New Year Dazzle

#bossiniSG #bossiniCNY #happyCNY18 #behappy

Download high-res images [here](#).

Singapore, 11 January 2018 – Dazzle in **bossini**'s Chinese New Year (CNY) collection to usher in the new year in style – think tops and bottoms in lucky shades of red and pink for men, ladies and kids.

The festive season calls for house visits and festive indulgences; set to impress in dresses. For a more sophisticated look on day two, match a pink top in feminine motifs with a pair of pants.

#bossini30years #bossiniscg #europe #centralAmerica #asia #middleEast #africa
Shop in-store or online at www.bossini.com | *Available at selected bossini shops

For the men, match a subtly-red mandarin collar shirt or short-sleeve shirt with a pair of jeans or chinos. **bossini** also has a range of graphic tees with Lunar New Year elements for those who prefer a casual look.

Men



Left: Mandarin Collar Shirt (\$46); right: Oxford Shirt (\$49)

Ladies



Left: Lace Pocket Tee (\$33); right: Floral Mesh Tee (\$33)

The little ones are not forgotten; **bossini's** Chinese New Year collection offers a selection of tops for girls with details such as ruffles and shimmer and stylish polos and checkered shirts for boys. The CNY collection will be available at all bossini shops from 18 January 2018. Prices range from \$19 to \$59. Selected styles are available at 20% off each, while stocks last.

Girls



Left: Graphic Peplum (\$26); right: Ruffle Sleeve Dress (\$39)

Boys



Left: Textured Shirt (\$39); right: Zodiac All Over Graphic Tee (\$26)

-End-

About bossini

bossini International Holdings Limited., listed on the stock exchange of Hong Kong limited in 1993 (stock code: 592), together with its subsidiaries ("bossini") is a leading apparel brand owner, retailer and franchiser in the region. Headquartered in Hong Kong, bossini launched its first retail outlet in 1987. Over the past three decades, it has rapidly established an extensive international operating platform and distribution network, and successfully expanded its business to about 940 stores in 32 countries & regions around the globe, with four core markets in Hong Kong, mainland China, Taiwan and Singapore.

bossini's brand value, "be happy", promotes a positive and optimistic life attitude. Through colourful products and visual merchandising, the smiling faces of our staff, their willing service, appropriate humour in various products and more, we aim to offer a comfortable and relaxed shopping environment, thus a happy shopping experience to our customers and eventually happy customers.



Bossini Website : www.bossini.com.sg
bossini Facebook/Instagram : @bossiniscg
bossini Online Shop : www.bossini.com
bossini Corporate Site : www.bossini.com/corp/en/

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